

**IN THE CLAIMS**

1. - 32. (cancelled)

33. (currently amended) An information broadcasting system, comprising:

a receiving apparatus, including:

image input means for inputting an face image of an individual to serve as seal data that is to be included in personal data of the individual,

output means for outputting the personal data,

input means,

communicating means,

storage means for storing attribute information of the individual,

digital broadcast receiving means for receiving a multiplexed digital broadcast signal within which are (i) advertising information that includes link information showing a linking method between the advertising information and detailed information regarding the advertising information and (ii) a target identification code that identifies a viewer class as a target of one or more of goods and services advertised by the advertising information, and

processing means for correlating the target identification code with the attribute information and for extracting the advertising information when the attribute information coincides with the target identification code;

a server for receiving the personal data from the receiving apparatus, for transmitting the personal data to the receiving apparatus, and for managing the personal data; and

two-way communicating means for coupling a plurality of such receiving apparatuses with the server,

wherein the personal data is electronically exchanged among the receiving apparatuses using the server and the two-way communicating means.

34. (currently amended) A receiving apparatus, comprising:

image input means for inputting a face image of an individual to serve as seal data that is to be included in personal data of the individual;

output means for outputting the personal data;

input means;

communication means;

storage means for storing attribute information of the individual;

receiving means for receiving a digital broadcast signal within which are (i) advertising information that includes link information showing a linking method between the advertising information and detailed information regarding the advertising information and (ii) a target identification code that identifies a viewer class as a target of one or more of goods and services advertised by the advertising information; and

processing means for correlating the target identification code with the attribute information and for extracting the advertising information when the attribute information coincides with the target identification code;

wherein the personal data is electronically exchanged using the communicating means, a server, and two-way communicating means.

35. (currently amended) An information broadcasting system, comprising:

a receiving apparatus, including:

image input means for inputting a face image of an individual to serve as seal data that is to be included in personal data of the individual,

output means for outputting the personal data,

input means,

storage means for storing attribute information of the individual,

receiving means for receiving a digital broadcasting signal within which are (i) advertising information that includes link information showing a linking method between the advertising information and detailed information regarding the advertising information and (ii) a target identification code that identifies a viewer class as a target of one or more of goods and services advertised by the advertising information, and

processing means for correlating the target identification code with the attribute information and for extracting the advertising information when the attribute information coincides with the target identification code;

a gateway, including:

a storing device, and

communicating means, and

the gateway being connected to a plurality of such receiving apparatuses, receiving the personal data from the plurality of receiving apparatuses, and sending the personal data to the plurality of receiving apparatuses;

a server for receiving the personal data from the gateway, for transmitting the personal data to the gateway, and for managing the personal data; and

two-way communicating means for coupling the plurality of receiving apparatuses with the server,

wherein the personal data is electronically exchanged among the receiving apparatuses through the gateways using the server and the two-way communicating means.

36. (currently amended) A receiving system, comprising:

a receiving apparatus including:

image input means for inputting a face image of an individual to serve as seal data that is to be included in personal data of the individual,

output means for outputting the personal data,

input means,

storage means for storing attribute information of the individual,

receiving means for receiving a digital broadcasting signal within which are (i) advertising information that includes link information showing a linking method between the advertising information and detailed information regarding the advertising information and (ii) a target identification code that identifies a viewer class as a target of one or more of goods and services advertised by the advertising information, and

processing means for correlating the target identification code with the attribute information and for extracting the advertising information when the attribute information coincides with the target identification code; and

a gateway, including:

a storing device, and  
communicating means,

the gateway being connected to a plurality of such receiving apparatuses, receiving the personal data from the plurality of receiving apparatuses, and sending the personal data to the plurality of receiving apparatuses;

wherein the personal data is electronically exchanged using the communicating means of the gateway, a server, and two-way communicating means.

37. (previously presented) The information broadcasting system according to claim 33 or 35, the receiving apparatus according to claim 34, or the receiving system according to claim 36, wherein the system or the receiving apparatus has a personal data exchanging function and a communication Karaoke function.

38. (previously presented) The information broadcasting system according to claim 33 or 35, the receiving apparatus according to claim 34, or the receiving system according to claim 36, wherein the personal data and messages are transmitted to the receiving apparatus using the digital broadcasting signal.

39. (previously presented) The information broadcasting system according to claim 33 or 35, the receiving apparatus according to claim 34, or the receiving system according to claim 36, wherein when input of the personal data is completed, a data identification code, which is usable by all users of services at a time of a retrieval of the personal data and added to the personal data, and a password, which is known by only the individual creating the personal data and used for a specific service, are issued.

40. (previously presented) The information broadcasting system according to claim 33 or 35, the receiving apparatus according to claim 34, or the receiving system according to claim 36, wherein the personal data includes auxiliary information accompanying the image of the individual creating the personal data and inputted by the individual.

41. (previously presented) The information broadcasting system according to claim 33 or 35, the receiving apparatus according to claim 34, or the receiving system according to claim 36, wherein the personal data includes auxiliary information accompanying the image of the individual creating the personal data and inputted by the individual, and detailed information formed by the individual creating the personal data and inputted by an input device other than a terminal.

42. (previously presented) The information broadcasting system, the receiving apparatus, or the receiving system according to claim 41, wherein retrieval information for retrieving personal data desired for exchange is provided by the auxiliary information.

43. (previously presented) The receiving apparatus according to claim 34 or the receiving system according to claim or 36, wherein the personal data includes a plurality of types of auxiliary information accompanying the image of the individual creating the personal data and inputted by the individual, retrieving information for retrieving the personal data whose exchange is desired is provided by displaying the auxiliary information, and auxiliary information to be displayed is selected.

44. (previously presented) The receiving system or the receiving apparatus according to claim 43, wherein the auxiliary information is an audio message.

45. (previously presented) The receiving system or the receiving apparatus according to claim 43, wherein the auxiliary information is an animation message.

46. (previously presented) The receiving system or the receiving apparatus according to claim 43, wherein the auxiliary information is selected from a plurality of regular messages.

47. (previously presented) The receiving apparatus according to claim 34 or the receiving system according to claim 36, wherein the personal data has one of an audio message and an animation message as auxiliary information accompanying the image of the individual creating the personal data, and a timing to start an input is displayed when one of the audio message and the animation message is inputted.

48. (previously presented) The receiving system or the receiving apparatus according to claim 47, wherein the auxiliary information is a character message.

49. (previously presented) The receiving apparatus according to claim 34 or the receiving system according to claim 36, wherein the personal data has a character message as auxiliary information accompanying the image of the individual creating the personal data, and characters are allocated to numerals of two digits when the character message is inputted, thereby enabling an input operation of the character message using only numeral keys.

50. (previously presented) The information broadcasting system according to claim 33 or 35, the receiving apparatus according to claim 34, or the receiving system according to claim 36, wherein data which changes depending on a number of elapsed days from a date of creation of the personal data is

displayed by one of the receiving apparatus and the receiving apparatus system.

51. (previously presented) The information broadcasting system according to claim 33 or 35, the receiving apparatus according to claim 34, or the receiving system according to claim 36, wherein a message and a data identification code possessed by an individual desiring personal data exchange are transmitted to the individual creating the personal data selected by the individual desiring personal data exchange.

52. (previously presented) The information broadcasting system according to claim 33 or 35, the receiving apparatus according to claim 34, or the receiving system according to claim 36, wherein when a message to the individual creating the personal data from an individual desiring personal data exchange is preserved in the server, if the individual creating the personal data is using the receiving apparatus, notification that the message has been registered is transmitted to the individual creating the personal data in a real-time manner.

53. (previously presented) The information broadcasting system according to claim 33 or 35, the receiving apparatus according to claim 34, or the receiving system according to claim 36, wherein a message is transmitted to the individual creating the personal data selected by an individual desiring personal data exchange, and the individual creating the personal data who received the message must input a data identification code and a password to display the message.

54. (previously presented) The information broadcasting system, the receiving apparatus, or the receiving system according to claim 53, wherein after the message is displayed, the individual creating the personal data issues a print permission to the data



identification code of the individual desiring personal data exchange.

55. (previously presented) The information broadcasting system, the receiving apparatus, or the receiving system according to claim 54, wherein permission information is recorded into the server as additional information of the personal data, and the individual desiring personal data exchange prints the personal data only when the data identification code of the individual desiring personal data exchange is included in the permission information added to the personal.

56. (previously presented) The information broadcasting system according to claim 35 or the receiving system according to claim or 36, wherein the gateway collectively transmits at every predetermined period of time the personal data inputted by the receiving apparatuses to the server.

57. (previously presented) The information broadcasting system according to claim 35 or the receiving system according to claim 36, wherein most recent personal data preserved in the server is first transmitted to one of the terminal and the gateway.

58. (previously presented) The information broadcasting system or the receiving system according to claim 57, wherein a weight is added to each element of information on one of the retrieving apparatus side and the gateway side and the information is sequentially and preferentially preserved according to a level of significance of the information.

59. (previously presented) The information broadcasting system, the receiving apparatus, or the receiving system according to claim 41, wherein retrieval information for retrieving personal data desired for exchange is provided by the auxiliary information.

60. (previously presented) The information broadcasting system, the receiving apparatus, or the receiving system according to claim 41, wherein the auxiliary information is an audio message.

61. (previously presented) The information broadcasting system, the receiving apparatus, or the receiving system according to claim 41, wherein the auxiliary information is an animation message.

62. (previously presented) The information broadcasting system, the receiving apparatus, or the receiving system according to claim 41, wherein the auxiliary information is selected from a plurality of regular messages.

63. (previously presented) The information broadcasting system, the receiving apparatus, or the receiving system according to claim 41, wherein the auxiliary information is a character message.